NO FDI CONCERN FOR OTT

The Govt has allayed the concerns of the OTT players and stated that the FDI limit of 26% with government approval route would not apply to the OTT platforms that are just hosting the digital feed of a TV news channel.

“TV news channels granted permission under the Uplinking and Downlinking Guidelines, 2022 (and the earlier Guidelines of 200W and 2011) Of the Ministry of Information & Broadcasting and their entities operating the digital news content are already covered by FDI policy of the Central Government. Accordingly, when an OTT platform hosts the digital feed of a TV news channel (granted permission under the extant Guidelines), the stipulation of FDI limit of 26% with Government approval route would not apply to the OTT platform for the mere activity of hosting such feed,” read a statement issued by the Deputy Director (Digital Media), MIB.

SOCIAL MEDIA COS UNDER RADAR

The government has set a platform to look into complaints against social media companies and the complaints will be further escalated to three sub-committees. Companies like Google and Meta will be asked to be part of the platform for addressing user complaints. They will also be required to respond to grievances on the portal.

ZEE SEES INCREASE IN TAMIL VIEWERS ON OTT

Zee5 OTT platform has seen a surge in viewership and has clocked a 54% increase in viewer base and a 63% increase in active user base in the Tamil region in the last one year.
Zee5 made its entry into the Tamil entertainment industry last year with a slate of Tamil originals.

Manish Kalra, Chief Business Officer, Zee5 India, said, "We, at Zee5, are happy to receive an encouraging response at the very onset of our journey in this region. The advantages of following a consumer-first approach in curating the Tamil slate has worked successfully for us."

Siju Prabhakaran, Chief Cluster Officer – South, Zee Entertainment Enterprises, said, "We have sojourned in the OTT space with a very confident outlook and understanding of the market. Our creative experimentation this year has had us pushing the envelope and presenting unconventional narratives that transcended traditional barriers of what people expect on OTT."

WHY DID DISNEY LET GO OF HBO

The story behind the deal with Disney+Hotsar, HBO souring was HBO had asked for a sum that Disney felt was not viable. HBO had asked for a sum of $50 million for five years for the contract to be renewed

Disney let go of HBO as the subscriber base for its content is niche and is relatively low on the platform, so it does not justify the asking price.

Disney+ Hotstar is not going to have any impact on the platform's subscription base, as the number of people viewing that content is almost negligible on the OTT platform.

Hotstar has been streaming HBO original shows since January 2016. In December 2015, Disney Star had struck an exclusive tie-up with HBO.

Disney CEO Bob Iger recently announced the plan to cut $5.5 billion in costs. This cost-cutting included about $3 billion in non-sports-related content and $2.5 billion in non-content-related costs. ■